



Folk and Traditional Arts Touring Network Pilot Program Guidelines



Folk and Traditional Arts Touring Network is a program of Mid Atlantic Arts Foundation made possible through the generous support of the National Endowment for the Arts.

ABOUT THE FOLK AND TRADITIONAL ARTS TOURING NETWORK

Established by Mid Atlantic Arts Foundation (MAAF) in 2018, Folk and Traditional Arts Network (FTAN) is a presenter based membership network designed to bolster the presentation of folk and traditional arts in the mid-Atlantic region. The program is supported in part by the National Endowment for the Arts.

FTAN is designed to impact communities and folk and traditional artists representing a range of traditional genres and cultural backgrounds. FTAN's presenter members will provide audiences and communities with direct access to folk and traditional arts and artists, increasing their community's appreciation and understanding of cultural practice and identity. FTAN seeks to engage artists and tradition bearers that represent the breadth and diversity of folk and traditional arts across the United States, exhibit artistic excellence in their practice and demonstrate the desire to develop and expand their public presentation expertise. By participating in the program, folk and traditional artists will receive career relevant professional development and industry standard marketing materials.

GOALS AND OBJECTIVES

The purpose of FTAN is to establish a dynamic network of presenting organizations from the nine jurisdictions in the mid-Atlantic region that have a strong desire to present folk and traditional arts and artists, and to engage those artists in performance and meaningful residencies within communities. In creating this network, MAAF has the following goals:

- to increase the number of regional presenters that are regularly and intentionally programming folk and traditional arts
- to create opportunities for folk and traditional artists to tour throughout the region
- to create opportunities for folk and traditional artists to impact communities through engagement experiences that will not only validate and celebrate their own cultural traditions, but will help strengthen cultural cohesion, and social understanding in the complex, culturally diverse communities of our region
- to increase access between presenter markets and folk and traditional artists

NETWORK MEMBERSHIP

Applications for membership to the pilot program were accepted by invitation only. Once selected, membership in the network is ongoing contingent upon meeting annual participation requirements. A full listing of current members is available on our website.

ADMINISTRATION

As the administer of FTAN, MAAF manages the membership application process, coordinates the annual FTAN meeting, facilitates the tour curation and selection process and ensures current members maintain eligibility by meeting membership requirements. MAAF has partnered with the National Council for the Traditional Arts (NCTA) to serve as Tour Advisors for FTAN engagements. NCTA is non-profit organization dedicated to the presentation and documentation of folk and traditional arts in the United States.

MEMBER ELIGIBILITY

Organizations applying for FTAN membership must meet the following eligibility criteria:

- Organizations that present the performing arts are eligible to apply to FTAN. For the purposes of this program, MAAF defines a presenter as an organization that selects, engages and pays touring artists for public performances at their venues and within their communities
- Presenters that are legally incorporated nonprofit organizations with 501(c)(3) status as determined by the Internal Revenue Service, or a local or state unit of government
- Presenters located in Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, the U.S. Virgin Islands, Virginia, and West Virginia
- Presenters that primarily serve and market to the general public
- Presenters that have the desire to expand or enhance their existing folk and traditional arts presenting
- Presenters that have the capacity to present folk and traditional arts performances and collaborate with artists and folklorists to plan a community residency project
- Presenters that are in good standing with MAAF and are not delinquent in any MAAF reporting requirements

MEMBERSHIP REQUIREMENTS

All selected organizations are required to:

- Identify a representative with the appropriate programming expertise and knowledge of the organization's community engagement goals to serve as a network representative
- Participate in the annual artist selection process
- Attend the FTAN Annual Meeting in its entirety
- Host at least one FTAN tour including all required components annually
- Identify a local partner to participate in the residency project
- Execute contracts with artists that include mutually agreed upon dates, activities and artist fees
- For program participation, presenters are expected to spend between \$3,000 to \$5,000 annually in artist fees, travel/hotel, and residency project expenses
- Complete a final report for MAAF upon conclusion of each tour engagement

ARTIST SELECTION PROCESS

Each year, MAAF will consult with program partners, including NCTA, regional state folklorists and others deeply involved with public folklore across the country to develop several tour packages reflecting the interests and priorities of FTAN Members. Tour packages will include at least one folk and traditional performing artist or ensemble paired with a folk and traditional artist or tradition bearer of any discipline. Examples include: pairing an Appalachian string band with an instrument-maker from the same region; Cajun performers traveling with an expert Cajun cook; or American Indian dancers paired with a maker of traditional regalia. Cross-cultural residency activities might explore how similar values or concepts are expressed in the artistic traditions of disparate cultural communities. MAAF annually presents tour packages to FTAN members and facilitates a review and final selection process.

TOUR DEVELOPMENT AND ANNUAL MEETING

Annual Meetings are the primary vehicle used for professional development, peer mentoring, facilitating collaboration and building and sustaining relationships among members. Each year selected artists are invited to attend the meeting to establish relationships with presenters and begin discussing tour engagements. A large portion of the meeting will be dedicated to in-person planning. MAAF and NCTA Staff will co-facilitate a planning session focused on identifying connections between artists and presenter communities to determine potential local community partners and residency activities.

Post-meeting, the NCTA will continue facilitating tour planning among participants, ensuring tour engagements are thoroughly planned and adhere to the specified program requirements. NCTA will pair each tour with a cultural specialist that will provide on-site support to artists as necessary, ensuring that essential cultural context is provided for all public performance(s). To ensure the success of FTAN engagements, the Tour Advisor will assist members in developing appropriate marketing and educational materials to reach target audiences. Finally, the Tour Advisor will ensure that contracts reflecting mutually agreed upon dates, fees, and activities are executed between artists and presenters.

ENGAGEMENT REQUIREMENTS

All funded tour engagements must:

- Be scheduled for a minimum of two days and maximum of three days
- Include a public performance and/or public demonstration from the visiting artists
- Involve the participation of the visiting cultural specialist in public performance and/or residency activities
- Include a community engagement project that directly engages the visiting artists with a pre-determined local community partner

FINANCIAL SUPPORT

The following support is available to members:

- A significant portion of travel expenses relating to attendance at the annual meeting are reimbursed by MAAF.
- FTAN Members are eligible for engagement grants up to 50% of the total eligible project expenses not to exceed \$3,000.00 in funding annually.

ELIGIBLE PROJECT EXPENSES

Total FTAN engagement expenses will be in the range of \$4,000 to \$8,000 per tour. Actual expenses will vary by presenter depending on their location, tour package selected, and planned residency project. The following are eligible project expenses:

- Artist stipends
- Travel and hotel for touring artists/ensembles
- Hotel for the cultural specialists
- Residency Project Expenses (supplies, space rentals for residency activities)

GRANT PAYMENTS

The initial payment of 90% of the grant award will be released when the MAAF Grant Award Agreement has been signed by the FTAN Member's authorized official and approved by MAAF staff. The final 10% is paid once a complete final report is received from the FTAN Member representative and approved by MAAF staff. Payment of grant awards is usually made 30 days prior to the funded engagement.

FINAL REPORTS

Final report forms are issued with the grant contract. Final reports are due no later than 30 days after the funded engagement. Final reports require an evaluation of the performance and any additional activities, along with a brief accounting of expenditures.

CONTACT US

For questions about the Folk and Traditional Arts Touring Network, contact:

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